

College Radio **REPORT**

27 Dolores Place Malverne, N. Y. 11565

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We have just received word that the Boston Promotion Council will hold its first meeting on February 3rd, Wednesday. Due to such short notice, we do not know, at press time, whether anyone from the Report will be able to attend. If you would like more information, contact Ken May, Campus Rep for Columbia Records, at 617 - 442-4056. It will be held at Tufts University in Medford, Mass. We just received word about the meeting on Saturday night, so sorry for the short notice.

Meanwhile, the IBS Conference in Winona, Minn. should be a great get-together. John Sippel, formerly of Mercury Records, will attend, and a more complete list of who's attending will appear next week. Hope to see you there.

Editorial

Much has been said, both inside and outside of the College Radio Report, about the "great college radio bubblegum controversy." One important factor, though, has been overlooked in these discussions: Are college stations playing music, or are they playing records, or, even worse, numbers?

There is no difference between an album and a single, except that the single turns faster and has a bigger hole in the center. That's the only difference.

Because of the way radio has evolved, certain segments of the population listen to different types of radio. But can you classify Simon & Garfunkel as Top 30 artists? Are the Beatles (were the Beatles) album artists? What about Creedence? Should Emitt Rhodes be restricted to "Underground" or "Progressive" radio only? His appeal to Top 30 audiences should be just as great. Emitt Rhodes is music. Period. Similarly, a station that waited for somebody else to pick which cut from that album should be played on Top 30 stations also is mistaken. There should be no difference in programming between an album cut or a single.

And as we have indicated before, if you simply wait for a number before you play a record, then your station doesn't "play more music," it "plays more numbers." Why wait to hear if someone else likes a record - a top 30 station in Oshkosh, Billboard, or the College Radio Report. If you like something, play it...it's the music that counts.

Communication

To The Editor:

...We are an album rock station, broadcasting 24 hours a day, seven days a week to three schools. We have MBS on the hour.

except when WAMU-American Univ. is broadcasting. We got rid of that ribbon-eating machine (UPI) and are very happy with Mutual.

A note about staff recruitment: Three years ago we were flooded with kids who wanted to play cousin brucie. I suppose there will always be that problem. But recently we have been flooded with the neo-drug-culture-type-of-hippie-would-be-disc-jockey: the kid who comes up and wants to "commoonicate with his audience." A word to the wise program director or station manager: ignore them, they'll go away.

I disagree with your editorial (Volume 1, Number 11 on Billboard's computer predictions). I think Billboard is trying to help music directors or program directors with their computer predictions. True, there are factors that can not be taken into consideration by a computer; the same factors can not be taken into consideration by a human. I think that the computer puts a finality on the predictions that doesn't belong there. That is, there is the possibility of PD's saying that the computer can not be wrong so we must follow these predictions. But I think record charts will be calculated as they have always been (however that may be) and BB's predictions will be used as a measuring rod for that station, as are the three major mags' top 100 charts. (If you want to start questioning the validity of charts, those are the charts to attack.)

WRGW has sort of taken a dim view of anything with a Mike Curb seal of approval on it. We don't, by any means, advocate drug use, but feel that Mike Curb is just a capitalist pig and that this was a good excuse to say "boo."

Glenn Mackles, our program director and I, don't feel we have the right to enforce a play list. We give the disc jockey complete freedom to play what he wants. Each jock must honor requests, if it is feasibly possible. I don't expect a request for the Vanilla Fudge to be played during a show featuring the Beatles; however, Glenn and I do go over each play sheet and make recommendations to each jock. We will, at times, tell a DJ that a certain song he has been playing must be taken from his list of favorites, fast. Having a theme is one thing, but playing the same music day after day won't do.

Fred Mann, Station Manager
WRGW
George Washington University
Washington, D.C. 20006

The College Radio Report Satire Express

"Dear Mr. Cohen:

I have been reading with interest College Radio Report since I received my first complimentary copy three weeks ago. The college radio biz can be a real bummer, so it is quite refreshing to see people like you and your staff who are genuinely interested in College radio and trying to improve it through one of the most critical channels available - communication.

I do, however, have several bones to pick with the industry in general. First, there is record service. Nothing I do seems to improve it. A few months ago I wrote a letter to ten of the biggest companies requesting to be put on their mailing list. Of the ten, only two responded, and both were refusals. I had asked them to send the records to my home rather than to the station, to be sure that the records didn't fall into the "wrong hands." But this didn't please the record people - they were just too cheap to part with any product.

So I tried direct phone calls. I spent the whole lunch hour on the phone (that's the only time I'm free), and of eight companies (the heck with the ones that refused me by mail), four didn't even pick up the phone. Two others were "on the way out to lunch," and said they would return the call, and the other two said they would send forms. Well, I wanted to go shopping that day, so I missed the two return calls. So much the better! Record people should realize that we can't be waiting around all day until they're good and ready to call.

Two days later, I got the forms which the remaining two companies promised. I couldn't be bothered filling out all the info they wanted. I just wanted free records, not a case history. Let them do their own market research.

Furthermore, I didn't hear from a single company outside the "big ten" I wrote to. They probably expect to be treated as equals with the bigger companies. After all, what do those smaller companies have to offer?

I'm really disgusted, Gary. This unwillingness to help others through common courtesy is really a shame.

Well, that's it. I won't be able to send you a playlist or survey because we're too busy to print one. I'll send you "Selected Album Cuts" next week if my cousin brings back the records in time (I lent them out). Keep up the good work - we're in this together.

Big Deele
Operations/Program/Music Director
KASE Radio

(Editor's Note: As you read this Mike Riccio satire, remember the definition of satire that we printed last week.)

Programmers Section

Top 40 Reports

49 Stations Reporting

(The following newer records are being listed on college station playlists and surveys around the country. This is not a complete list, nor intends to be, but should serve as a general indication of airplay)

HANG ON TO YOUR LIFE...Guess Who...RCA
CELIA OF THE SWANS...Donovan...Epic
SEVEN NUMBERS...Four Tops...Motown
MAMA'S PEARL...Jackson Five...Motown
1900 YESTERDAY...Liz Damon's Orient Express...White Whale
KEEP THE CANDLE BURNING...Raintree...Amaret
HAVE YOU EVER SEEN THE RAIN...Creedence...Fantasy
ALL KINDS OF PEOPLE...Burt Bachrach...A&M

Recommended Singles

Of the 38 records we received and reviewed this week, we feel the following have the best potential:

AIN'T IT A SAD THING...R. Dean Taylor...Rare Earth
WILD WORLD...Cat Stevens...A&M
GABRIEL GO ON HOME...Seals & Crofts...TA(Bell)
MISSISSIPPI RAIN...Mississippi Rain...Polydor
SWEET BABY JAMES...Tom Rush...Columbia

Programmed Albums

Once again, we remind you that your "programmed albums" will not be listed unless you indicate which ones you want us to list. A good number of stations are sending us their weekly or bi-weekly playlists, but their records will not be listed unless they circle, check, or star which ones they want us to list. Please co-operate with us.

WMOT - Middle Tennessee State Univ. - Murfreesboro
tom rush(Columbia), janis joplin, james taylor '67, stillrock, stevens
KSMU - Southern Methodist Univ. - Dallas, Texas
emerson, lake, and palmer(Cotillion), elton john
WALI - Adelphi University - Garden City, N.Y.
bee gees, cat stevens, greatful dead, cold blood, superstar
WSCB - Southern Conn. State College - New Haven
uriah heep, david bowie, bee gees, linda perhacs, henny youngman

As we expand our Report, we will devote more space to what is being programmed at college stations around the country. Over 20 additional stations would have been listed - Saint Johns, Wayne State, Minnesota, Central Michigan, Brooklyn Colleges among them - if they would have listed their "programmed albums" on their playlists.

Recommended Albums

PEARL...Janis Joplin...Columbia

NANTUCKET SLEIGHRIDE...Mountain...Windfall(To start with, you should have at least two copies - one from Paul Brown and the other from Bell)

DAUGHTER OF TIME...Colosseum...Dunhill

CRUEL SISTER...Pentangle...Reprise

JERICHO...Bearsville(Ampex Distr.)

GREATEST HITS...Kenny Rogers & the First Edition...Reprise

YOU'RE NOT ALONE...Dion...Warner Brothers

Original Soundtrack - FOOLS...Kenny Rogers & the First Edition...Reprise

Programmed Album Cuts

(contributed by WRCT - Carnegie Mellon Univ. - Pittsburgh, Pa.)

"Tomorrow's People" and "Suite In C" from McDONALD & GILES(Cotillion)

"Tonk," "Lucky Man," and "Knife Edge" from EMERSON LAKE & PALMER (Cot.)

"Rise Up," "Take Me Back," "It's The Truth" from RED WHITE BLUES IMAGE(Atco)

"Pretty Lady," "Free Play" from BILLY & CHARLES(Faithful Virtue)

Revolutions

by Charlie Allenson

I have waited anxiously for the new Fever Tree(Ampex) Lp to arrive. It did, and although somewhat less imaginative than their first two albums, Side one offers some very interesting material in the arrangement of "I Put A Spell On You," "Girl, Don't Push Me," and "Hey Mister." I have thus far left out Side two because it exists solely for a 12:56 version of Hey Joe, and I'm sure the world needs another version of Hey Joe about as much as a two-headed Bill Drake. However, the group is musically talented.

I never cease to be amazed how fingerprints find their way onto a sealed Lp. Perhaps some packer is displaying a form of rebellion. In either case, such were the circumstances surrounding the opening of my copy of the Nitty Gritty Dirt Band "Uncle Charlie and His Dog Teddy" Lp(Liberty). This album struck an extremely happy vain. The lyrics and music are terrific - particularly "Prodigal's Return" "Chicken Reel" and my favorite "Mr. Bojangles." Actually, there wasn't a cut I didn't like

New and recommended -

- B.B. King-Live in the Cook County Jail(ABC) - It is
- Gospel Oak(Kapp)
- McGuiness Flint(Capitol) - You can always tell Capitol promos by the hole in the corner. At least there's a hole in the center. A really interesting album.
- Benninhoff's Bad Rock Blue Band-Beethoven Bittersweet(SSS) - It's a big bad belly boggler but best bet by Bill Babula, boy. Listen to it.
- Yes-Time And A Word(Atlantic) - Full of talent, but a badly mixed disc.

Record News

Caroline Allmark has been appointed as Capitol Records National Co-ordinator of College Promotion. One of the first things she would like to find out is how Capitol Records is servicing college stations around the country. If you are not getting service, write to Caroline at Capitol Records, 1750 N. Vine, Hollywood Calif. 90028. She prefers that you write and not call.

John Sippel has left Mercury; replacing him in the college area is Denny Rosencrantz. We hope that Denny will continue to send out a newsletter similar to John's. John: we wish you luck in whatever you do, and please keep us (college radio) informed of your plans.

Len Chapman of Happy Tiger Records would like to hear from college stations desiring service. Write to Len at 6565 Sunset Blvd. Hollywood 90028. Call collect at 213 - 464-7335. They also have a WATS line.

Andy Schwartz has taken over responsibilities as Buddah's album promotion director. He would like to hear from colleges desiring service, but reminds them that after they write, it will take a while before he can make up plates, etc., and get them on his list.

Station News

A number of stations have told us over the phone about changes in personnel. The information was jotted down on slips of paper, some of which have been misplaced. If your information was not printed, please drop us a line with the correct information...

Ward Bodner of KRWG, New Mexico State in Las Cruces informs us of the ultimate for a college station: they have access to a WATS line. Stations desiring to exchange information should call collect at 505 - 646-1401 for Ward or Bill Burt, the Program Director. The call will be taken care of shortly.

While Mike Riccio was looking through this week's playsheets, he noticed that Dan Meyers was Music Director of WERC - University of Toledo, Ohio. Seems that Mike and Dan exchanged some station surveys through the mail a few years ago. It reminded the editor of the times he exchanged air-checks of New York radio for Pittsburgh radio with Gary Waight, who used to be Music Director at Point Park College in Pittsburgh, and now does the same for 50,000 watt KDKA in Pittsburgh. Have any other of you heard of Ken Justis or Jon Wolfert - the walking jingle packages? How about KQV surveys from 1965, WABC surveys from 1966, or an air-check of Murray the K on WMCA or WOR-FM. Ah, the good old days...

College Radio

(As we indicated in issue 10, the College Radio Report will look at aspects of college radio programming other than music. In a series of articles, Jim Cameron will examine the approach college stations are taking, and should be taking, in their programming. We welcome your thoughts on this subject)

My biggest criticism of college radio revolves around the question of programming. With very few exceptions, the programming offered on most college stations is merely a rehashing of Top 30. And, depending on staff and money, again with very few exceptions, the programming ranges from poor to downright bad. Even if everybody in college radio did know how to cue records and run levels, programming would still not improve significantly.

I know of very few stations that have actually spent the time and energy to canvas their total potential audience to discover exactly what their preferences in programming are, reincorporating these into a new programming format. It does not seem to have occurred to many PD's that their audience might not want to listen to their schlocky versions of Top 30. Instead, any programming changes which are made are done with very little consultation with the audience, and seem to be a result of the ebb and flow of incoming and outgoing staff, rather like a tide of non-talent. That, I submit, is no way to program a radio station - College or otherwise.

A college radio station should be, above all else, a service to its listeners. It should, to a very large extent, reflect their tastes and preferences, and if that should mean programming something that the Program Director doesn't particularly "groove on," that is indeed unfortunate.

I really wonder, for example, how many educational FM College stations really take into consideration their total audience, over and above college students, when formulating their programming. How many educational FM stations program to minority groups in their area, to the people who are otherwise ignored by the other media? How many college stations are concerned about anything more than their own precious charts and surveys (and egos)? How many college radio stations are really interested in servicing their audiences, instead of themselves?

I'm sure there are a few, but they are largely the exception rather than the rule, and until that situation is reversed, College Radio will largely be looked upon as a very second-class media. As much as I hate to admit it, the worst of the commercial stations in this country do a better job of community service than the average college radio station.

Album Reviews

by Gary Cohen

So far, 1971 seems to be the "Year of the Sampler." Among the companies to issue samplers so far this year, are Elektra, Columbia, ABC, and MCA. They join Warner Brothers, who issued a number of samplers last year and made them available by mail.

The Elektra sampler is simply a plain old record with the regular sleeve - listing Elektra's catalogue. There was no album cover on our copy, which was obtained from Elektra's office in New York. The disc contains two selections from 4 of Elektra's new albums - Carol Hall, Carly Simon, Show of Hands, and Paul Siebel (pronounced as in "sea"). Siebel has had a previous album on Elektra; the others are making their debut. Best of the new is Carly Simon. The album is called "promo."

The Columbia sampler is called "Different Strokes" and is being made available to the public. It was serviced to most radio stations around the country. It features 19 different artists who have new albums on Columbia - Laura Nyro, the Hollies, Big Brother, and Poco among them. According to Mike Kagan, Epic's National Promotion Chief, the public will probably buy copies of the album because of its low price, while it includes product by name artists - not just new ones. The innersleeve invites you to join Columbia's Playback program - for only three bucks, you can play a&r man.

The ABC affair is a two disc set. It includes, on the inside of the jacket, a "hand-written" (note the quotation marks) letter from Larry Ray - ABC's National album promotion director. Entitled "Just a Taste," it includes samples from Jan. & Feb. releases. Former Mamas & Papas group member Denny Doherty does "Here Comes The Sun/Two Of Us" - a fantastic version...let the record run out so you can hear what he says at the end.

The MCA album is called the "MCA Conspiracy." It includes 11 selections from 11 new artists. The back cover gives a description of each album and lists each cut on the sampler. Rumor has it that there were supposed to be 12 artists - Elton John the last. Best of the new is Wishbone Ash.

All good, interesting product, which we hope to see in the hands of college broadcasters shortly.

College Radio Report
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Daily after 6:00 all day Wednesday or Sunday

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